



# Tracking What Matters

Key performance indicators (KPIs) allow you to measure and evaluate your performance. Emphasis on the word, **KEY** – only measure and collect the KPIs that show relevant data and enable you to improve in the areas that matter most.

## Building Your Dashboard



**SALES AND CUSTOMER SUCCESS** 

**FINANCE AND BUDGETING** 

**GROWTH AND SERVICE OR PRODUCT LINES** 

**INTERNAL PROCESSES AND PROJECTS** 

## Common KPIs to Monitor

Tracking **key performance indicators** is crucial to the **success** of your organization.



**MONTHLY SALES TRACKING**



**NEW & EXISTING REFERRAL GROWTH**



**REFERRAL TO ADMISSION CONVERSION RATE**



**AVERAGE TIME TO CONVERSION/ADMISSION**



**ANNUAL SALES VOLUME**



**RELATIVE MARKET SHARE**

## Closing the Gap

Streamline your sales and marketing efforts with Trella's purpose-built CRM for post-acute care organizations. From growing new referral sources, maintaining existing relationship, and tracking patient referrals through each lifecycle stage – you have knowledge into your business performance like never before.

[LEARN MORE >>](#)

## About Trella Health

Trella Health is the leading provider of actionable insights for healthcare networks, ACOs, DCEs, and the post-acute care market. We believe that to achieve smarter growth in today's value-based care economy, who you choose to work with is everything—whether it's your referral sources or your network partners. As one of only a few companies in the country deemed an Innovator under the Centers for Medicare & Medicaid Services' Virtual Research Data Center Program, Trella has access to 100% of Medicare Part A and Part B claims and Medicare Advantage data. We analyze and standardize billions of data points from across the continuum of care, and provide the insights our customers need to identify, engage, and manage the best partnerships for their business.